

WE CLAIM:

1. A method for generating a recommendation of a program, said method comprising:

5 receiving a first program record corresponding to a first program;
retrieving a plurality of program records from a database;
determining a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record; and
generating a recommendation of the first program based on the
10 second program record.

2. A method for generating a recommendation of a program, said method comprising:

15 receiving a first program record corresponding to a first program;
retrieving a plurality of program records from a database;
determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record;
and
generating a recommendation of the first program based on the N
20 number of program records

3. A method for generating a recommendation of a program, said method comprising:

25 receiving a first program record corresponding to a first program;
retrieving a plurality of program records from a database;
determining a cluster of program records of the plurality of program records that qualifies as a nearest neighbor of the first program record; and
generating a recommendation of the first program based on the
cluster of program records

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4. A method for generating a recommendation of a program, said method comprising:

5 receiving a first program record corresponding to a first program,
the first program record including at least one key field, each key field including
two or more partitions; and
converting each key field of the first program record into a feature
value.

10 5. The method of claim 4, further comprising:
determining a distance of each feature value of the first program
record to each partition of a corresponding key field.

15 6. The method of claim 5, further comprising:
retrieving a plurality of program records from a database;
determining a second program record of the plurality of program
records that qualifies as a nearest neighbor of the first program record as a
function of the distance of each feature value of the first program record to each
partition of a corresponding key field; and
20 generating a recommendation of the first program based on the
second program record.

25 7. The method of claim 5, further comprising:
retrieving a plurality of program records from a database;
determining N number of program records of the plurality of
program records that qualify as a nearest neighbors of the first program record
as a function of the distance of each feature value of the first program record to
each partition of a corresponding key field; and
30 generating a recommendation of the first program based on the N
number of program records.

8. The method of claim 5, further comprising:
retrieving a plurality of program records from a database;
determining a cluster of program records of the plurality of program
5 records that qualify as a nearest neighbors of the first program record as a
function of the distance of each feature value of the first program record to each
partition of a corresponding key field; and
generating a recommendation of the first program based on the
cluster of program records.

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9. A computer system for generating a recommendation of a program,
said computer comprising:

a database storing a plurality of program records; and
a module operable to determine a first program record of the
15 plurality of program records that qualifies as a nearest neighbor of a second
program record in response to a reception of the second program record by said
computer system, said module further operable to generate a recommendation of
the program based on the first program record.

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10. A computer system for generating a recommendation of a program,
said computer comprising:

a database storing a plurality of program records; and
a module operable to determine a N number of program records of
the plurality of program records that qualify as the nearest neighbors of a first
25 program record in response to a reception of the first program record by said
computer system, said module further operable to generate a recommendation of
a program corresponding to the first program record based on the N number of
program records.

11. A computer system for generating a recommendation of a program,
said computer comprising:

a database storing a plurality of program records; and

5 a module operable to determine a cluster of program records of the
plurality of program records that qualifies as a nearest neighbor of a first program
record in response to a reception of the first program record by said computer
system, said module further operable to generate a recommendation of a
program corresponding to the first program record based on the cluster of
10 program records.

12. A computer system for generating a recommendation of a program,
said computer system comprising:

a first module operable to receive a first program record

15 corresponding to a first program, the first program record including at least one
key field, each key field including two or more partitions,

wherein said first module is further operable to convert each key
field of the first program record into a feature value; and

a database storing a plurality of program records.

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13. The computer system of claim 12, wherein

said first module is further operable to determine a distance of each
feature value of the first program record to each partition of a corresponding key
field.

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14. The computer system of claim 13, further comprising:

a second module operable to determine a second program record of the plurality of program records that qualifies as a nearest neighbor of the first program record as a function of the distance of each feature value of the first program record to each partition of a corresponding key field, said second module further operable to generate a recommendation of the first program based on the second program record.

10 15. The computer system of claim 13, further comprising:

a second module operable to determine N number of program records of the plurality of program records that qualify as a nearest neighbors of the first program record as a function of the distance of each feature value of the first program record to each partition of a corresponding key field, said second module further operable to generate a recommendation of the first program based on the N number of program records.

16. The method of claim 13, further comprising:

a second module operable to determine a cluster of program records of the plurality of program records that qualify as a nearest neighbors of the first program record as a function of the distance of each feature value of the first program record to each partition of a corresponding key field, said second module further operable to generate a recommendation of the first program based on the cluster of program records.

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17. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

- 5 computer readable code for receiving a first program record corresponding to a first program;
- computer readable code for retrieving a plurality of program records from a database;
- computer readable code for determining a second program record
- 10 of the plurality of program records that qualifies as a nearest neighbor of the first program record; and
- computer readable code for generating a recommendation of the first program based on the second program record.

18. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

- computer readable code for receiving a first program record corresponding to a first program;
- 20 computer readable code for retrieving a plurality of program records from a database;
- computer readable code for determining a N number of program records of the plurality of program records that qualify as the nearest neighbors of the first program record; and
- 25 computer readable code for generating a recommendation of the first program based on the N number of program records.

19. A computer program product in a computer readable medium for generating a recommendation of a program, said computer program product comprising:

- 5 computer readable code for receiving a first program record corresponding to a first program;
 - computer readable code for retrieving a plurality of program records from a database;
 - computer readable code for determining a cluster of program
- 10 records of the plurality of program records that qualifies as a nearest neighbor of the first program record; and
 - computer readable code for generating a recommendation of the first program based on the cluster of program records.